



August 13, 2010

Dear Indiana High School Guidance Counselors and Indiana State Ready Mixed Association Executives,

The Indiana Ready Mixed Concrete Association (IRMCA) requests your help in sponsoring the first annual Indiana High School Essay Contest. It is open to students who will be between the ages of 16-18 at the beginning of the 2010-2011 school term. The purpose of the contest is to increase awareness of the ready mixed concrete industry among our younger generation while looking to develop the next generation of industry leaders.

The rules are as follows:

- Open to all high school students ages 16-18 at the beginning of the 2010-2011 school term.
- An entry form (see attached) must be filled out, with the essay and a photo included and returned to the attention: Cheri Wagner, Indiana Ready Mixed Concrete Association (IRMCA) 3500 Depauw Blvd., Suite 1081, Indianapolis, IN 46268 by **Monday, November 8, 2010**. No more than one entry per person.
- Entries should be double-spaced and not exceed 600 words.
- Essays must be typed, and will be judged on content and writing ability (grammar, style, clarity, etc.). Possible themes include concrete's benefits to society; how concrete affects the environment; and using concrete to build homes, commercial buildings, bridges or roads. Essays should demonstrate a student's awareness of concrete's role as a building material in homes, commercial buildings, streets and highways.
- IRMCA will submit names and addresses of all participants to colleges and universities for recruitment purposes.

The entries received by IRMCA will be judged by industry executives with a concrete-related background. The winner of the state contest will win \$1,000.00 and will be entered into the National Ready Mixed Concrete Association Essay Contest.

If the IRMCA winner is chosen to be the national winner they will be NRMCA's guest at the convention and be introduced at the convention's awards session. The national contest winner will be flown, along with a parent or guardian, to NRMCA's 2011 convention in Las Vegas, Nevada in March. The winner of the national contest will also receive a scholarship of \$5,000 if they enroll for freshman year in a concrete-related curriculum such as the Concrete Industry Management programs offered at Middle Tennessee State University in Murfreesboro, New Jersey Institute of Technology in Newark, California State University at Chico, Arizona State University in Phoenix and Texas State University in San Marcos. Other eligible programs would include those at Alpena College in Michigan or Rhodes State College in Ohio, or other majors directly related to the concrete industry, such as those for construction materials science/engineering. Should the winner not choose to enroll in a concrete-related curriculum, he or she will receive a \$2,000 scholarship for the freshman year at the college of his or her choice. All state entries will receive a certificate of appreciation for entering the contest along with a notification of the winner.

Please contact me at 1-317-872-0287 or via email at cwagner@irmca.com if you have any questions. We look forward to your participation in the annual essay contest.

Sincerely,

Cheri Wagner
Manager of Communications and Events